

WHERE DO YOUR FRESH FRUIT & VEGGIES COME FROM?

Tip of the Week
Week of March 30, 2009

Consumers who want to know where their apple or bunch of broccoli might have been grown can check out a new online resource that track the origins of 95 different fruit fruits and vegetables typically sold in U.S. supermarkets. Besides showing product origins, the tool allows the user to see which state is the leading domestic producer of these crops.

The new web site tool, “Where do your fresh fruits and vegetables come from?”, was developed by the Leopold Center for Sustainable Agriculture and the Center for Transportation Research and Education at Iowa State University. This site is: www.leopold.iastate.edu/resources/fruitveg/fruitveg.php

“This tool is designed to help people increase their knowledge of food geography and the origins of fresh produce typically sold in the U.S. retail or food service sector,” said Leopold Center Associate Director Rich Pirog, who guided development of the tool. Pirog noted the USDA data does not include all domestic movements of fresh produce commodities in the United States. Locally grown food items sold in stores are usually labeled as such and may or may not be tracked by the USDA.

The resource also shows the percentage of shipments each month, one indication of when a fruit or vegetable crop may be in season. (Information credited to Leopold Center for Sustainable Agriculture and USDA)